federico restrepo

Art Direction
China

View the full portfolio at http://www.thecreativefinder.com/restrepo

Professional Experience and Curriculum Vitae
Federico Restrepo, Brand and Design Consultant

Federico is born in Colombia (Bogota) in 1962.
His father was a remarkable Columbian architect and his mother was Art Director at Desgrippe in Paris.
From his French side his environment was mainly artistic with his grand father Hervé Baille painter of the French Navy and hisa great-grandfather Henri-Paul Nenot awarded by the Academy of Architecture of the 'Grand Prix de Rome'.

Federico has shared his life between Columbia, Spain and France and has always been attracted by different cultures and their diversity in expressing various forms of art.
At the age of 16 years old, he begins painting, less than 3 years later he will exhibit his first work in Rodez in 1981.
He will study Logic & Philosophy at Paris La Sorbonne University but still continue painting and designing. In 1987, as a student, he will participate to the International Lighting Fair to present his first lighting creations. He will be awarded with the 'Lampe d'or' ('Golden Light') by Philippe Starck. This first recognition from one of the most famous designer in the world will convince Federico that design will be his own road in life.

Federico begins his career with collaborating with Joel Desgrippes.

With a wealth of this first experience behind him, he will be one of the founders and CEO of the international company 'Raison Pure' in 1988.

In 1994, Federico opens his own company the 'Atelier Federico Restrepo.
Atelier means workrooms because the atmosphere of working together with his team, sharing know-how, creativity, artistic design, philosophy and logic has always been his own eclectic philosophy of working.
Design as a process is not a solitary activity; it is the exchange that makes it into such a mutually enriching experience.

For more than 20 years now, as Designer and Art Director, Federico has been working for the top league brands.
More than being considered as an expert in Beauty domain Federico is also very much demanded as Corporate Brand Consultant by Luxury brands of different sectors of activities (Champagne and Spirits, Fashion and Leather Accessories, Watches and Jewelry brands…). Designing packaging, logotypes, brand visual identity are also included in his domain of competence.

The international Museum of Perfumery in Grasse (France) exhibits most of his fantastic perfume bottles. In 2008, he will be requested amongst the 10 best worldwide Perfume Designers to create an original bottle of Perfume for this Museum.

Beside his professional domain of expertise, Federico never stopped expressing his multicultural sensitivity and creativity through other ways of creation such as designing, painting, writing, photography….

These last few years, Federico diversified his creativity with editing different books. One book of philosophy based on his life experience has as a title « Le livre des illusions, petits sentiers pour une meditation terrestre ». The book of the 'le Livre

federico restrepo

Art Direction
China

View the full portfolio at http://www.thecreativefinder.com/restrepo